

DISCOUNT BRAND POS MATERIALS

DISCOUNT BRAND	POS#	TOTAL QUANTITY	COST EACH	TOTAL COST
DISCOUNT BRAND SKINNY POSTER	67102	350,000	\$0.32	\$112,000
DISCOUNT BRAND POSTER	67103	350,000	\$0.32	\$112,000
DISCOUNT BRAND SHELF TALKER	67105	350,000	\$0.35	\$122,500
DISCOUNT BRAND B-HEADER	67106	350,000	\$0.32	\$112,000
DISCOUNT BRAND PAPER DANGLER	67108	350,000	\$0.45	\$157,500
DISCOUNT BRAND VALUE CENTER HEADER	72875	350,000	\$0.40	\$140,000
DISCOUNT BRAND STICKERS	TBC	30,000,000	\$0.02	\$662,800
			SUBTOTAL PRODUCTION	\$1,418,800
			SET UP CHARGES	\$21,000
			LEO BURNETT	\$100,000
			TOTAL COST	\$1,539,800

PRICE CUT MATERIALS

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DISCOUNT BRAND POS MATERIALS

DISCOUNT BRAND	POS#	# PER VAN KIT	VAN KIT	# PER RETAIL KIT	RETAIL KIT	COST EACH
DISCOUNT BRAND SKINNY POSTER	67102	100	3,820	1	235,000	\$0.32
DISCOUNT BRAND POSTER	67103	100	3,820	1	235,000	\$0.32
DISCOUNT BRAND SHELF TALKER	67105	200	3,820	1	235,000	\$0.35
DISCOUNT BRAND B-HEADER	67106	100	3,820	0	235,000	\$0.32
DISCOUNT BRAND PAPER DANGLER	67108	50	3,820	1	235,000	\$0.45
DISCOUNT BRAND VALUE CENTER HEADER	72875	50	3,820	0	235,000	\$0.40
DISCOUNT BRAND STICKERS	TBC				30,000,000	\$0.02
						SUBTOTAL PRODUCTION
						SET UP CHARGES
						LEO BURNETT
						TOTAL COST

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DISCOUNT BRAND POS

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TOTAL COST	
\$197,440	
\$197,440	
\$349,650	
\$122,240	
\$191,700	
\$76,400	
\$662,800	
\$1,797,670	
\$21,000	
\$100,000	
\$1,918,670	

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DISCOUNT BRAND POS